



A New Partnership

City of Marietta and
6-4-3 DP Athletics

6-4-3 DP Athletics

- What is 6-4-3 DP Athletics?
- Who comprises the management team?
- Why are we here today?



Why the partnership makes sense

- Benefits to the City of Marietta Government
- Benefits to the City of Marietta Businesses
- Benefits to the City of Marietta Residents and Community



Benefits to the City of Marietta Government

- Maintenance and labor cost savings
- Construction management expense savings
- Lease Revenue for the facility
- Hotel Tax Revenue from out of town patrons
- Increase in property values



Benefits to the City of Marietta Businesses

- Positive economic impact to local businesses
- Steady customer for Marietta Power and Water



Benefits to the City of Marietta Residents and Community

- Marietta Residents will receive a discount for all programs and services offered by 6-4-3 DP Athletics at the Aviation Sports Complex.
- 6-4-3 DP Athletics will work with the City to provide reduced rates and financial aid to need based citizens who desire to participate in programming at the facility.
- All programming (instruction, recreational leagues, camps, clinics and academy teams) will be open to all youth residing in the city.



Benefits to the City of Marietta Residents and Community – cont.

- Free instructional clinics provided for specific community groups (ex. Marietta B&G Club and children of Marietta Police & Fire employees)
- Create partnerships with community organizations (ex. Marietta B&G Club) to create annual, competitive scholarship offerings for deserving student-athletes to participant in 6-4-3 DP Athletics programs of their choosing
- The 6-4-3 DP Athletics family supports annual charitable efforts (ex. Fundraising drive for the Rally Foundation, Susan G. Komen For the Cure)



Mother's Day 2010 – Susan G. Komen



In Honor of Nikki Brown



Capital funds needed for refurbishment

- How did the \$800,000 estimate originate?
- What does this estimate include exactly?
- Could this estimate decrease?
- Will 6-4-3 DP Athletics be contributing any other funding to the partnership?

Capital funds needed for refurbishment

Field Refurbishment and Renovation (Fencing, netting, dugouts, infield/outfield rehab, batting cages, pitcher's mounds, etc.)

Field 1	281,575
Field 2	198,549
Field 3	122,265
Indoor Batting Cage Renovation	50,500
Main Building Renovation	21,050
Perimeter / Common Area	20,000
Field & Office Equipment	105,781
TOTAL	<u>799,720</u>



What are the numbers?

- Over 22,500 people will visit the facility in the 1st year of operation.
- Conservatively, in excess of \$500,000 in direct economic benefit to Marietta Businesses annually.
- Over \$100,000 in direct economic benefit to the City of Marietta in the 1st year of operation.



Why the partnership makes sense

- 6-4-3 DP Athletics brings a seasoned and distinguished reputation in all facets of baseball and softball operations. This is coupled with extensive backgrounds in marketing, finance, real estate and business administration.
- This is an excellent option to achieve the necessary refurbishment and ongoing management of the under utilized Aviation Sports Complex.
- This Partnership will serve to optimize the programming and operations of the Aviation Sports Complex and maximize the benefits to the Marietta Government, local businesses and community.





Q&A

Endorsements of 6-4-3 DP Athletics

- Danny Hall – Head Coach, Georgia Tech Baseball
- Mike Sansing – Head Coach, Kennesaw State Baseball
- Greg Frady – Head Coach, Georgia State Baseball
- Michael Brady – Head Coach, The Walker School
- Tim Day – President, Marietta Baseball Booster Club
- Stuart Gurr – President, Eastside Baseball Association
- Dean Crowe – President, The Rally Foundation

